Entrepreneurship (ESP)

**ESP 101. Entrepreneurship Foundations. (1)**
This sprint course will provide a hands-on approach to understanding entrepreneurship in start-up, social, and corporate settings. The course will analyze and investigate the current trends and opportunities in entrepreneurship. Students will meet with and learn from successful entrepreneurs about their lives and work as entrepreneurs. The course will focus on the skills and tactics necessary to succeed in various entrepreneurial settings, and discuss how students can apply these skills to their personal and professional passions and interests. By collaborating with like-minded peers and award winning faculty, students will learn what it takes to turn “possibilities” into “probabilities.”

**ESP 102. Startup Bootcamp: Inception to Prototype. (1)**
This course immerses students in the methods and practices of starting a business. In a fast-paced environment, for the duration of one weekend, students learn how to build companies, teams and insight. Over the course of the weekend, students will present ideas, form teams, and create a business model canvas. They will pitch their business concepts to real investors and practitioners, who will provide mentorship, coaching and feedback. The course is designed to integrate decision making, critical thinking, problem solving, and leadership skills in an environment similar to that of the startup business world. The course will provide an understanding of the tools necessary to succeed in any business venture.

**ESP 103. Creativity, Innovation and Entrepreneurial Thinking. (2)**
This course prepares students to understand and address two pressing issues in business today: how to recognize and create new business opportunities and how to think more creatively within business environments. Students will be introduced to a number of tools, concepts and approaches including human-centered design, ideation techniques, the importance of embracing ambiguity, personal responsibility and the place of risk and fail in entrepreneurship, creativity and life. The class is highly interactive and experiential.
Co-requisites: BUS 101, BUS 102, and BUS 104.

**ESP 130. Special Topics and Student Projects I. (1-3)**
Introductory level course focused on a special topic and/or interdisciplinary student project.
Cross-listed with CEC.

**ESP 151. Rewards of an Entrepreneurial Life. (1)**
This first year seminar is required for all participants in the Entrepreneurship Living Learning Community (ELLC). Through readings, discussions, teaching cases, guest speakers and field trips students will learn what it means to be an entrepreneur and how they can use entrepreneurship to pursue passions in business, their community and personal lives. Students will be exposed to both the rewards associated with entrepreneurship and the challenges such as work/life balance. Students will be given an opportunity to use the course content to develop and execute a community service project as part of their ELLC experience.

**ESP 177. Independent Studies. (0-5)**

**ESP 201. Introduction to Entrepreneurship and Business Models. (3)**
Topics include requirements and challenges of successful entrepreneurship, characteristics of successful entrepreneurs, the life cycle stages of a business, careers and opportunities for entrepreneurship. Pre-/Co-requisite: ESP 101.

**ESP 230. Special Topics and Student Projects II. (1-3)**
Fundamental activities in the research and implementation of a special topic and/or interdisciplinary student project.
Prerequisite: permission of instructor.
Cross-listed with CEC.

**ESP 251. Entrepreneurial Value Creation and Capture. (3)**
In this class, students will focus on the marketing and financial issues confronting entrepreneurial venture. This course looks at the challenges entrepreneurs face in attempting to start, grow and build ventures, specifically aspects related to customer acquisition, customer retention, and capital resources. Students are exposed to tools, concepts, and approaches related to marketing and financial operations of entrepreneurial ventures with emphasis on the application of this material using a series of real-world cases and examples. Class environment is highly interactive and experiential.
Prerequisite or Co-requisite: ESP 101.

**ESP 252. Entrepreneurial Mindset: Creativity and Organization. (3)**
In this class, students will learn concepts of leadership and creativity as it relates to the organization of entrepreneurial ventures. Students will learn the role of creative thinking and leadership models in the growth of entrepreneurial organizations. In both parts of the class, the environment is highly interactive and experiential.
Prerequisite or Co-requisite: ESP 101.

**ESP 277. Independent Studies. (0-5)**

**ESP 321. Startup Entrepreneurship. (3)**
This course introduces students to the opportunities and challenges associated with building and growing enterprises that are both self-sustaining and focused on a social mission. Students will engage in an experiential learning process with others to develop a better understanding of the domain of social entrepreneurship including the development, measurement and assessment of various social enterprises.

**ESP 331. Social Entrepreneurship. (3)**
This course introduces students to the opportunities and challenges associated with building and growing enterprises that are both self-sustaining and focused on a social mission. Students will engage in an experiential learning process with others to develop a better understanding of the domain of social entrepreneurship including the development, measurement and assessment of various social enterprises.
ESP 340. Internship. (0-20)
Available to Farmer School of Business (FSB) majors and minors. Available for 0 credit hour during spring, summer and fall terms. Available for 1 credit hour during summer terms only. For one hour of credit, student must secure a sponsoring FSB faculty member within his/her major or minor to supervise the internship and accompanying required internship reflection paper. ESP 340 is not available during winter term. Students are to work through their respective academic departments to enroll in the course. Credit/no credit only. Note: FSB students may earn a maximum 2 credit hours toward graduation for BLS/BUS/ECO/ESP/FIN/ISA/MGT/MKT 340.
Prerequisite: 55 earned hours and permission of department.

ESP 341. Corporate Entrepreneurship. (3)
This course focuses on the value and use of entrepreneurial thinking and behavior in large, corporate and/or public organizations. Students will examine both the benefits and challenges of acting like an entrepreneur when they may not be the owner or CEO of the organization, or be a part of a much larger, complex organization. These concepts are introduced through research, cases and conversations with successful intrapreneurs.
Co-requisite: ESP 101.

ESP 351. Creativity in Entrepreneurship. (3)
This course will explore the application of creative thinking in addressing business opportunities and problems, especially within an entrepreneurial context. The course takes a systematic approach to creating, evaluating, refining and selling breakthrough ideas. Students will be exposed to a number of techniques, concepts and methods useful in managing the creative process in individual and group contexts with emphasis on accountability for creative quality. Class is highly interactive and experiential. This is the first of three courses as part of the Creativity Track within the Entrepreneurship Curriculum.

ESP 377. Independent Studies. (0-5)

ESP 401. Entrepreneurship: New Ventures. (3)
This course examines the venture creation process within a startup ecosystem. ESP 401 explores a variety of issues surrounding new venture creation, including how to recognize and assess an opportunity, the process and steps in starting a new venture, the financials of the new business, determining and acquiring resource needs, marketing requirements, deal structure and exit strategy, technology issues, legal and ethical issues and creating a written business plan in support of the new venture. Small teams are formed to work on a new business venture, which is presented in an oral presentation and written business model.

ESP 461. Entrepreneurial Consulting. (3) (MPC)
Student teams apply a problem-solving methodology by consulting with selected entrepreneurial organizations that have requested assistance. Each selected company will have a wide range of entrepreneurial challenges crossing the fields of finance, marketing, accounting, production, human resources, information systems, strategic and tactical planning, growth or down-sizing problems, procurement issues, inventory control, quality control and forecasting. Through this consulting experience, students learn to integrate and apply their business knowledge to "real-world" settings and to test their analytical skills by solving complex entrepreneurial business problems.

ESP 477. Independent Studies. (0-5)

ESP 481. Technology, Products & Ventures. (3)
An interdisciplinary perspective on the interfaces between new product development, innovation, and technology. Examines product development capability as an essential element of successful business strategy and a key component of an "entrepreneurial mindset."
Students develop a working prototype for a new product and a comprehensive new product plan.

ESP 490. Special Topics in Entrepreneurship. (1-3; maximum 6)
Issue oriented seminar for juniors or seniors focusing on a contemporary topic related to the rewards, requirements and challenges associated with entrepreneurship in different environments.
Prerequisite: permission of instructor.

ESP 670. Introduction to Entrepreneurship and Business Models in the Field of Aging. (3)
Introduction to Entrepreneurship will explore entrepreneurship, its importance to our society, and its role in bringing new ideas to the market both product-based ideas and service-based ideas.
Prerequisites: GTY 610 and enrolled in Gerontology Certificate program.

ESP 677. Independent Studies. (0-5)